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VISION & GOALS

OVERVIEW

The goals of the Plan Update 2018 reflect the priorities expressed by the community throughout the public outreach phase of this Plan Update 2018. Discussions with City departments, best practices across the nation, and input from community stakeholders have shaped the proposed strategies and policies intended to help the City achieve these goals.

All of the following goals, strategies, and policies support the larger citywide “Complete Streets” policy, which instructs staff to consider the needs of all modes of travel when developing any transportation facility. The goals, strategies, and policies are designed to guide the work of City staff and elected officials, partner agencies, and private developers to improve the livability, economic vitality, and non-motorized accessibility for residents and visitors throughout Santa Rosa. Reducing the amount of driving and automobile ownership is an overarching vision embodied in the Plan Update 2018.

The Plan Update 2018 is organized around a vision statement, three overarching goals tied to relevant performance measures, and a series of specific policies and actions.

BICYCLE AND WALK FRIENDLY COMMUNITY DESIGNATION

Santa Rosa is currently recognized as a Bicycle Friendly Community at the Bronze level by the League of American Bicyclists. This voluntary assessment and award program evaluates communities on ten criteria that they believe affect three key outcomes: ridership, crashes, and fatalities. These goals, policies, and actions are designed specifically to help elevate the city to a Silver or higher designation (Gold, Platinum, and Diamond) in the near future. Santa Rosa is not currently recognized as a Walk Friendly Community by the UNC Highway Safety Research Center. Taking the actions listed in this chapter can position the City for recognition through this national program as well.



GLOSSARY OF TERMS



VISION

A strong statement that serves as an aspirational guide



GOALS

Broad, long-range targets for making the vision a reality



PERFORMANCE MEASURES

How we mark progress in meeting the goals and policies



POLICIES

What we want to achieve in terms of outcomes



ACTIONS

Specific strategies for how to achieve the goals and policies



VISION

Santa Rosa is a community where walking and bicycling are comfortable, convenient, and common for people of all ages and abilities.



GOALS

GOAL 1

Increase Access and Comfort

Design bicycle and pedestrian facilities that are accessible and comfortable for people of all ages and abilities to use.

PERFORMANCE MEASURES:

- Increase the share of people walking and bicycling to work to five percent by 2025 and ten percent by 2040.
- Increase the share of students walking or bicycling to school to ten percent by 2025 and 20% by 2040.
- Reduce the number of severe and fatal collisions to zero by 2040.¹
- Reduce the percent of arterial streets that are Level of Traffic Stress (LTS) 4 from 57% to 40% by 2040 (see Chapter 3 for information about LTS).
- Complete Short Term projects recommended in this Plan Update 2018 by 2030 and High Priority projects by 2040.

¹ There are many factors that contribute to severe and fatal collisions that are not within the control of the City. This measure recognizes that the City will continue to monitor severe and fatal collisions, respond if necessary with appropriate solutions when these collisions occur, and act proactively to create an environment where the safety of the most vulnerable road users is prioritized.



GOAL 2

Maintain and Expand the Network

Identify, develop, and maintain a complete and convenient bicycle and pedestrian network.

PERFORMANCE MEASURES:

- Complete Studies recommended in this Plan Update 2018 by 2040.
- Double the number of short-term and secure long-term bicycle parking locations by 2040.
- Maintain adequate pavement quality, striping, and sign visibility and signal/beacon functionality on all bicycle and pedestrian facilities.
- Start tracking and begin publishing annual bicycle and pedestrian counts by 2021.

GOAL 3

Support a Culture of Walking and Biking

Increase awareness and support of bicycling and walking through programs and citywide initiatives.

PERFORMANCE MEASURES:

- Increase the share of people walking and bicycling to work to five percent by 2025 and ten percent by 2040.
- Increase the share of students walking or bicycling to school to ten percent by 2025 and 20% by 2040.
- Increase the number of Bicycle Friendly Businesses to include all of the top ten largest employers in Santa Rosa by 2025.



Sutter Santa Rosa Regional Hospital was recognized with Bronze-level Bicycle Friendly Business award by the League of American Bicyclists in 2018.

Sutter is the first business in Sonoma County to be awarded a Bicycle Friendly Business award and joins over 1,250 local businesses, government agencies, and Fortune 500 companies across the United States that are transforming the American workplace.



POLICIES AND ACTIONS

Planning

Policy 1: *Integrate bicycle and pedestrian network and facility needs into all city planning documents and capital improvement projects.*

- **Action 1.1:** Review the City's Capital Improvement Program (CIP) list on an annual basis to ensure that recommended projects from this Plan Update 2018 are incorporated at the earliest possible stage of both new capital projects and maintenance of existing facilities.
- **Action 1.2:** Follow a multi-disciplinary project scoping process that incorporates the needs of all modes and stakeholders, both internal and external. The design process should include the City divisions, departments, and staff responsible for emergency response, parking, law enforcement, maintenance, and other affected areas.
- **Action 1.3:** Utilize the Regional Complete Streets (Routine Accommodation) Checklist to assure consideration of pedestrian and bicycle facility needs in City transportation projects and roadway improvements.
- **Action 1.4:** Evaluate all streets during pavement resurfacing to determine if bicycle facilities can be provided (e.g. bike lanes, wider curb lanes or shoulders) when the striping is reapplied.
- **Action 1.5:** Ensure that all traffic impact studies, analyses of proposed street changes, and development projects address impacts on bicycling and walking facilities. Specifically, the following should be considered:
 - » Consistency with General Plan, Area Plan, and Bicycle and Pedestrian Master Plan Update 2018 policies and recommendations
 - » Impact on the existing bikeway and pedestrian network
 - » Degree to which bicycle and walking travel patterns are altered or restricted by the projects
 - » Safety of future bicycle and pedestrian operations (based on conformity to Plan Update 2018 Bicycle and Pedestrian Facility Guidelines and City, State, and Federal design standards)
- **Action 1.6:** Require new development, or reconstruction if applicable, to address the pedestrian and bicycle circulation element based on the above considerations.
- **Action 1.7:** Conduct regular pedestrian and bicycle counts pursuant to regional methodology as part of before and after project implementation.
- **Action 1.8:** Continue to implement the City's Bicycle and Pedestrian Facility Guidelines for all new development projects to support integration of transportation into land use planning decisions.



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Policy 2: *Coordinate with other agencies and stakeholders to incorporate Santa Rosa Bicycle and Pedestrian Plan Update 2018 elements.*

- **Action 2.1:** Work with adjacent governmental entities, public service companies, coordinating agencies, transit agencies, and the Santa Rosa Junior College to ensure that Plan Update 2018 recommendations are incorporated into their planning and areas of responsibility, and vice versa.
- **Action 2.2:** Work with transit providers to improve bicycle and pedestrian access (first/last mile connections) to transit stations and the comfort of transit stops and onboard transit vehicles, especially during peak commute hours, and to provide secure bike parking, benches, and covered waiting areas at stations and stops.
- **Action 2.3:** Establish an ad-hoc Bicycle and Pedestrian Advisory Board Sub-Committee to monitor the launch of the one-year bikeshare pilot program funded by MTC. The Sub-Committee may evaluate the program and report to City Council the successes and opportunities to expand the program to other areas of the city. A bikeshare business plan may be needed as a next step.

Design

Policy 3: *Design a Low Stress Bikeway Network suitable for the “Interested but Concerned,” to include people of all ages and ability levels riding bicycles.*

- **Action 3.1:** Design a network of continuous Low Stress Bikeways as identified in this Plan Update 2018. Projects that improve comfort at intersections and along corridors with high stress should be prioritized.
- **Action 3.2:** Utilize the bicycle and pedestrian facility guidelines in this Plan Update 2018, guidance from North American City Transportation Officials (NACTO), and most recent State and Federal design standards and guidelines to develop plans for on-street bicycle facilities along corridors and at intersections.
- **Action 3.3:** Follow a multi-disciplinary design process that incorporates and balances the needs of all modes and stakeholders, both internal and external; the design process should include the City divisions, departments, and staff responsible for emergency response, parking, law enforcement, maintenance, and other affected areas as well as other responsible external stakeholder agencies.
- **Action 3.4:** Continue to install bicycle-sensitive loop detectors at all signalized intersections with accurately-placed pavement markings placed such that the bicycle detection symbol is off-center of the travel lane and not on the right edge of the travel lane. Consider benefits and costs of infrared, video, and microwave detection.





Policy 4: *Design a connected, convenient, and comfortable pedestrian network to serve people of all ages and abilities.*

- **Action 4.1:** Include sidewalks on all new or retrofitted roadways.
- **Action 4.2:** Identify and construct sidewalks in areas where they are incomplete.
- **Action 4.3:** Continue to enforce the sidewalk maintenance program to ensure that adjacent property owners maintain the sidewalk properly.
- **Action 4.4:** Plan and develop well-connected streets, sidewalks, and pathways that provide the most direct paths of travel for pedestrians. Provide connections between or through cul-de-sacs and remove barriers to walking where feasible.
- **Action 4.5:** Continue to install lead pedestrian interval phases in traffic signal timing in the urban core and outside the urban core, as warranted, to encourage walking and facilitate crossing busy regional or high-volume transitional streets.
- **Action 4.6:** Review signal locations on an annual basis to identify and adjust for increased pedestrian clearance time where needed.
- **Action 4.7:** Routinely evaluate locations for enhancing crosswalks.

Policy 5: *Design accessible, comfortable, and continuous off-street paths that contribute to the framework of Santa Rosa's active transportation network.*

- **Action 5.1:** Utilize the bicycle and pedestrian facility guidelines in this Plan Update 2018 and most recent State and Federal design standards and guidelines to develop plans for ADA-compliant off-street trails (Class I shared-use paths).
- **Action 5.2:** Utilize Crime Prevention Through Environmental Design (CPTED) principles in the design of trails.¹
- **Action 5.3:** Identify opportunities for trailhead enhancements to include gateway treatments, public art, wayfinding, and placemaking.

Policy 6: *Develop an easy to read, unified, and comprehensive wayfinding system for bicyclists, pedestrians, and trail users.*

- **Action 6.1:** Pursue grant funding to develop a consistent citywide wayfinding program and replace all prior wayfinding signs.

¹ CPTED is a multidisciplinary approach to reducing criminal behavior that includes designing public spaces and pathways to promote visibility, reduce or eliminate hiding places, and promote desired activity and natural surveillance, among other tools.



Funding

Policy 7: *Leverage existing funding to maximize project delivery.*

- **Action 7.1:** Utilizing funds as a local match, aggressively pursue funding from available grant sources.
- **Action 7.2:** Actively develop projects from the Plan Update 2018 to position the City to best compete for grant funding.
- **Action 7.3:** Follow the Plan Update 2018's prioritization recommendations, which include equity and other funding-agency-determined factors in scoring.
- **Action 7.4:** Seek to submit grant applications for projects that most competitively match with funding agency criteria.

Policy 8: *Continue and enhance the City's annual commitment of local funds for bicycle and pedestrian project implementation.*

- **Action 8.1:** Continue preparing an annual Work Plan including the status of pedestrian and bicycle projects in this Plan Update 2018 that have been completed, are in progress, and are proposed for the budget year showing scope, schedule, and budget by fund source.
- **Action 8.2:** Through the CIP process, assess and prepare for upcoming staffing, consultant, and capital funding needs as projects arise.²

² The average Bronze Bicycle Friendly Community invests nine percent of its transportation budget in bicycle projects annually.

Project Delivery

Policy 9: *Construct projects within the Plan Update 2018 utilizing all available internal and external resources.*

- **Action 9.1:** If additional internal support is required, establish a full-time pedestrian and bicycle coordinator position to assist in the planning and implementation of bicycle and pedestrian projects and programs.
- **Action 9.2:** Continue to support a representative Bicycle and Pedestrian Advisory Board to assist City staff in the planning, design, and implementation of projects that positively impact bicycle and pedestrian travel and safety.

Policy 10: *Ensure that bicyclists and pedestrians have accommodation in work zones.*

- **Action 10.1:** Incorporate routine accommodation for pedestrian and bicycle facilities when developing priority lists for overlay and construction projects, maintenance, and in the City's guidelines.



Operations & Maintenance

Policy 11: *Maintain designated facilities to be comfortable and free of hazards to bicycling and walking.*

- **Action 11.1:** Sweep streets regularly, with priority given to those with higher pedestrian and bicycle traffic.
- **Action 11.2:** Trim overhanging and encroaching vegetation to maintain a clear path of travel along pedestrian and bicycle facilities.
- **Action 11.3:** Develop and implement an appropriate minimum paving surface standard for bicycle boulevards and other low stress bikeways.
- **Action 11.4:** Update repaving project selection methodology to prioritize bicycle boulevards and other low stress bikeways to ensure that the minimum paving surface standard is maintained.
- **Action 11.5:** Incorporate maintenance needs into design of separated bikeways to ensure proper maintenance after construction.
- **Action 11.6:** Work with homelessness navigation centers, the Police Department, and the Department of Housing and Community Services to provide services to unhoused residents encamped on trails.

Policy 12: *Maintain bicycle parking.*

- **Action 12.1:** Develop a procedure for inspection and prompt replacement of damaged bicycle racks.

- **Action 12.2:** Remove abandoned bicycles from bicycle racks and donate to local non-profit community bicycle shops for use in youth education programs.
- **Action 12.3:** Encourage event organizers to provide and publicize valet bicycle parking. Amend Santa Rosa event permitting process to require secure valet bicycle parking at events over a certain size.

Programs

Policy 13: *Educate pedestrians, bicyclists, motorists, and the public about roadway safety and the benefits of bicycling and walking.*

- **Action 13.1:** Develop a comprehensive Vision Zero strategy that outlines engineering, enforcement, education and encouragement actions.
- **Action 13.2:** Support the continuation and expansion of bicycle safety education programs such as those taught by Sonoma County Bicycle Coalition.

Policy 14: *Encourage Santa Rosa Public Schools to participate in the Safe Routes to School program.*

- **Action 14.1:** Continue to support walk audits at Santa Rosa public schools and utilize improvement plans to pursue grant funding for implementation.
- **Action 14.2:** Continue City staff participation in countywide Safe Routes to School task forces.



Policy 15: *Support police enforcement activities targeted at both bicyclists and motorists that educate and reinforce proper and safe behaviors.*

- **Action 15.1:** Establish a bicycle ticket diversion program per the Bicycle Traffic School bill (AB 902) that allows bicyclists who are ticketed for certain infractions to attend a class on safe bicycle riding to reduce or eliminate their fines.
- **Action 15.2:** Focus data-driven enforcement efforts on behaviors with greatest crash risk and/or injury severity such as vehicle speeding or bicyclist wrong-way riding.

Policy 16: *Increase bicycling and walking through targeted marketing and promotion.*

- **Action 16.1:** Provide current and easily accessible information about the Santa Rosa bicycle network, bicycle programs, and bicycle parking. This includes distribution of online bicycle maps, maintaining up-to-date City web pages, and providing opportunities for continued public feedback.
- **Action 16.2:** Encourage major employers to continue, develop, or expand bicycle promotion programs for their employees and recognize those companies designated a Bicycle Friendly Business by the League of American Bicyclists
- **Action 16.3:** Encourage the use of bicycles for City employee commute and work travel purposes so that the City is seen as a model employer.

- **Action 16.4:** Continue to sponsor the annual Bicycle and Walk to Work Week in May to receive input on the pedestrian and bicycle program as well as to educate the public as to the benefits of walking and bicycling and the Transportation Demand Management program.
- **Action 16.5:** Continue to offer and expand, if possible, the City's Free Ride Program.

Evaluation

Policy 17: *Measure bicycling and walking activity through an annual count program.*

- **Action 17.1:** Establish an annual count program at key locations around the city.
- **Action 17.2:** Make the data publicly available on an on-going or at least annual basis.

Policy 18: *Report annually on the implementation of this Plan Update 2018.*

- Action 18.1: Prepare and present a report to the Bicycle and Pedestrian Advisory Board describing the progress in:
 - » Achieving the three Goals of the Plan Update 2018 in terms of their specific performance measures
 - » Implementing the Policies and Actions of this Plan Update 2018